

# JOSH MANDEL

Revision #: 0 Date: 10/28/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 3125  
 Media: TV Description: OH US SEN JOSH MANDEL OCT31-NOV 6 T  
 Product: GENERAL Flight Start Date: 10/31/12 5:00:00 AM  
 Market: Cincinnati Flight End Date: 11/6/12 12:00:00 PM

# 68842

Separation between spots: 10

## Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Wed 10/31	Thu 11/1	Fri 11/2	Sat 11/3	Sun 11/4	Mon 11/5	Tue 11/6	Total Spots
WKRC-TV													
21	MTuWThF 5:30a-6:00a GD MRN CIN@530	EM	<del>\$425.00</del>	\$361.25	30	1	1	1	0	0	1	1	5
22	MTuWThF 6:00a-6:30a GD MRN CIN@6	EM	\$600.00	\$510.00	30	1	1	1	0	0	1	1	5
23	MTuWThF 6:30a-7:00a GD MRN CIN@6	EM	\$600.00	\$510.00	30	1	1	1	0	0	1	1	5
24	Sa 6:00a-7:00a LOCAL12NW-SA 6	WK	\$250.00	\$212.50	30	0	0	0	1	0	0	0	1
25	Sa 7:00a-8:00a LOCAL12NW-SA 7	WK	\$250.00	\$212.50	30	0	0	0	1	0	0	0	1
26	Sa 8:00a-10:00a SAT ER SHW-CBS	WK	\$425.00	\$361.25	30	0	0	0	1	0	0	0	1
27	MTuWThF 12:00p-12:30p LOCAL12 NWS-NN<	DT	\$350.00	\$297.50	30	1	1	1	0	0	1	0	4
28	Su 9:00a-9:30a SUNDAY MRN-CBS	WK	\$900.00	\$765.00	30	0	0	0	0	1	0	0	1
29	Su 9:30a-10:00a SUNDAY MRN-CBS	WK	\$900.00	\$765.00	30	0	0	0	0	1	0	0	1
30	Su 10:00a-10:30a SUNDAY MRN-CBS	WK	\$900.00	\$765.00	30	0	0	0	0	1	0	0	1
31	Su 10:30a-11:00a FACE NATN-CBS	WK	\$650.00	\$552.50	30	0	0	0	0	1	0	0	1



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WKRC-TV													
10 32	Su 11:00a-11:30a NEWSMAKERS	WK	\$300.00	\$255.00	30	0	0	0	0	1	0	0	1
11 33	MTuWThF 5:00p-5:30p LOCAL12 NEWS-5<	EN	\$850.00	\$722.50	30	1	1	1	0	0	1	0	4
12 34	MTuWThF 5:30p-6:00p LOCAL12 NW-530<	EN	\$900.00	\$765.00	30	1	1	1	0	0	1	0	4
13 35	MTuWThF 6:00p-6:30p LOCAL12 NEWS-6<	EN	\$1,200.00	\$1,020.00	30	1	1	1	0	0	1	0	4
14 36	Sa 12:30p-3:30p BIG EAST FBALL	EN	\$750.00	\$637.50	30	0	0	0	1	0	0	0	1
15 37	Su 6:30p-7:00p NEWS	EN	\$450.00	\$382.50	30	0	0	0	0	1	0	0	1
16 38	MTuWThF 7:30p-8:00p ENT TONIGHT 30	PA	\$400.00	\$340.00	30	1	1	1	0	0	1	0	4
17 39	Sa 7:00p-8:00p ET WEEKEND	PA	\$350.00	\$297.50	30	0	0	0	1	0	0	0	1
18 40	MTuWThF 11:00p-11:35p LATE NEWS	LN	\$1,100.00	\$935.00	30	1	1	1	0	0	1	0	4
19 41	Sa 11:00p-11:35p LATE NEWS	LN	\$1,100.00	\$935.00	30	0	0	0	1	0	0	0	1
20 42	Su 11:00p-11:35p LATE NEWS	LN	\$1,100.00	\$935.00	30	0	0	0	0	1	0	0	1



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## Revision Comments:

Revision Comments:													
Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Wed 10/31	Thu 11/1	Fri 11/2	Sat 11/3	Sun 11/4	Mon 11/5	Tue 11/6	Total Spots
WKRC-TV													
43	MTuWThF 11:35a-12:35p	LF	\$250.00	\$212.50	30	1	1	1	1	0	1	0	5
LETTERMAN													
44	M 9:00p-10:00p	PT	\$4,500.00	\$3,825.00	30	0	0	0	0	0	1	0	1
2 BROKE GIRLS/MIKE AND MOLLY													
45	W 8:00p-9:00p	PT	\$3,200.00	\$2,720.00	30	1	0	0	0	0	0	0	1
SURVIVOR													
46	Th 8:00p-9:00p	PT	\$3,800.00	\$3,230.00	30	0	1	0	0	0	0	0	1
BIG BANG / 2 1/2 MEN													
47	Su 7:00p-8:00p	RT	\$3,000.00	\$2,550.00	30	0	0	0	0	1	0	0	1
60 MINUTES													
48	Su 1:00p-4:00p	RT	\$15,000.00	\$12,750.00	30	0	0	0	0	1	0	0	1
BENGALS													
49	Su 4:00p-7:00p	RT	\$2,600.00	\$2,210.00	30	0	0	0	0	1	0	0	1
NFL													
Total Spots:					11	11	10	7	10	11	3	63	
Total Cost:			\$69,000.00	\$58,650.00									
Total													
NOV 12			\$69,000.00	\$58,650.00									

Signature: \_\_\_\_\_

Disclaimer:



## Summary by Station/System

Date: 10/28/2012

**Client:** OH- US SEN- JOSH MANDEL- 2012 **Estimate:** 3125  
**Media:** TV **Description:** OH US SEN JOSH MANDEL OCT31-NOV 6 T  
**Product:** GENERAL **Flight Start Date:** 10/31/12 5:00:00 AM  
**Market:** Cincinnati **Flight End Date:** 11/6/12 12:00:00 PM

Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WKRC-TV	63	\$69,000.00	100%	\$58,650.00	100%
<b>Market Total:</b>	63	\$69,000.00		\$58,650.00	

**Jacobs, Sarah**

# 68842

**From:** Jacobs, Sarah  
**Sent:** Monday, October 29, 2012 8:19 AM  
**To:** 'Whitney Eversole'  
**Cc:** Dienger, Whitney  
**Subject:** WKRC Rate Changes - Mandel  
**Importance:** High

Please see changes below to update current order. No change in totals. Please confirm.  
 Thanks!  
 Sarah

Mandel Rate Changes				
<u>Orig</u>	<u>Rate</u>	<u>Freq</u>	<u>Total</u>	<u>Code</u>
530-6am	\$425	5	\$2,125	Wrong rate used
Noon News	\$350	4	\$1,400	P3, need rate change to P2
Big East (UC)	\$750	1	\$750	P3, Need rate change due to UC
Sun 630-7p	\$450	1	\$450	Wrong rate used
Letterman	\$250	5	\$1,250	Wrong rate used
Survivor	\$3,200	1	\$3,200	Wrong rate used
Big Bang	\$3,800	1	\$3,800	P3, not available at that level
NFL	\$2,600	1	\$2,600	Wrong rate used
			<b>\$15,575</b>	

<u>Proposed</u>	<u>Rate</u>	<u>Freq</u>	<u>Total</u>	<u>Code</u>
22 530-6am	\$500	5	\$2,500	P2
22 Noon News	\$750	4	\$3,000	P2
24 Big East (UC)	\$1,200	1	\$1,200	P2
25 Letterman	\$375	5	\$1,875	P3
210 Survivor	\$3,500	1	\$3,500	P3
21 NFL	\$3,500	1	\$3,500	P4
			<b>\$15,575</b>	

**Sarah Jacobs**  
 Local Sales Manager  
 WKRC CBS 12/ Local 12.2 The CW Cincinnati  
 513/763-5672

10/29/2012

**Dienger, Whitney**

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**From:** Jacobs, Sarah  
**Sent:** Monday, October 29, 2012 9:48 AM  
**To:** Dienger, Whitney  
**Subject:** FW: WKRC Rate Changes - Mandel

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**From:** Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]  
**Sent:** Monday, October 29, 2012 9:46 AM  
**To:** Jacobs, Sarah  
**Subject:** RE: WKRC Rate Changes - Mandel

Ok, thanks

---

**From:** Jacobs, Sarah [mailto:SJacobs@local12.com]  
**Sent:** Monday, October 29, 2012 9:44 AM  
**To:** Whitney Eversole  
**Subject:** FW: WKRC Rate Changes - Mandel  
**Importance:** High

Were these rate changes OK?

Also, I'm not overly optimistic about the some other areas, but I'm going to put it in and keep you advised on clearance.

---

**From:** Jacobs, Sarah  
**Sent:** Monday, October 29, 2012 8:19 AM  
**To:** 'Whitney Eversole'  
**Cc:** Dienger, Whitney  
**Subject:** WKRC Rate Changes - Mandel  
**Importance:** High

Please see changes below to update current order. No change in totals. Please confirm.

Thanks!

Sarah

10/29/2012

## Mandel Rate Changes

<u>Orig</u>	<u>Rate</u>	<u>Freq</u>	<u>Total</u>	<u>Code</u>	-	-
530-6am	\$425	5	\$2,125	Wrong rate used		
Noon News	\$350	4	\$1,400	P3, need rate change to P2		
Big East (UC)	\$750	1	\$750	P3, Need rate change due to UC		
Sun 630-7p	\$450	1	\$450	Wrong rate used		
Letterman	\$250	5	\$1,250	Wrong rate used		
Survivor	\$3,200	1	\$3,200	Wrong rate used		
Big Bang	\$3,800	1	\$3,800	P3, not available at that level		
NFL	\$2,600	1	\$2,600	Wrong rate used		
			<b>\$15,575</b>			

<u>Proposed</u>	<u>Rate</u>	<u>Freq</u>	<u>Total</u>	<u>Code</u>	-	-
530-6am	\$500	5	\$2,500	P2		
Noon News	\$750	4	\$3,000	P2		
Big East (UC)	\$1,200	1	\$1,200	P2		
Letterman	\$375	5	\$1,875	P3		
Survivor	\$3,500	1	\$3,500	P3		
NFL	\$3,500	1	\$3,500	P4		
			<b>\$15,575</b>			

**Sarah Jacobs**

Local Sales Manager

WKRC CBS 12/Local 12.2 The CW Cincinnati

513/763-5672





Advertiser: Josh Mandel fo Ohio US Senate

Product Desc:

Local 12 WKRC-TV

Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WKRC	11/03/12	11/03/12	6a-8a Local 12 News SaCM	6:00 AM-7:00 AM	(6:00 AM-7:00 AM)	-----1-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1-	1	\$250.00	0.00								
N 4	WKRC	11/03/12	11/03/12	6a-8a Local 12 News SaCM	7:00 AM-8:00 AM	(7:00 AM-8:00 AM)	-----1-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1-	1	\$250.00	0.00								
N 5	WKRC	11/03/12	11/03/12	CBS This Morning Saturday	8a-10a		-----1-	:30	1	\$425.00	P-2	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1-	1	\$425.00	0.00								
N 6	WKRC	11/04/12	11/04/12	CBS Sun Morning	CM	9:00 AM-9:30 AM	-----1	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1	1	\$900.00	0.00								
N 7	WKRC	11/04/12	11/04/12	CBS Sun Morning	CM	9:30 AM-10:00 AM	-----1	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1	1	\$900.00	0.00								
N 8	WKRC	11/04/12	11/04/12	CBS Sun Morning	CM	10:00 AM-10:30 AM	-----1	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1	1	\$900.00	0.00								
N 9	WKRC	11/04/12	11/04/12	Face the Nation	CM	1030a-11a	-----1	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1	1	\$650.00	0.00								
N 10	WKRC	11/04/12	11/04/12	Newsmakers	CM	11a-1130a	-----1	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1	1	\$300.00	0.00								
N 11	WKRC	10/31/12	11/05/12	5p Local 12 News at Five	CM	5:00 PM-5:30 PM	1-111--	:30	4	\$850.00	P-2	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	--111--	3	\$850.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$850.00	0.00								
N 12	WKRC	10/31/12	11/05/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM	1-111--	:30	4	\$900.00	P-2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	--111--	3	\$900.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$900.00	0.00								
N 13	WKRC	10/31/12	11/05/12	6p Local 12 News at Six	CM	6p-630p	1-111--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	--111--	3	\$1,200.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$1,200.00	0.00								
N 14	WKRC	10/31/12	11/05/12	M-F 730p-8p	CM	730p-8p	1-111--	:30	4	\$400.00	P-4	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	--111--	3	\$400.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$400.00	0.00								
N 15	WKRC	11/03/12	11/03/12	Sa Prime Access Rotator	CM	7p-8p	-----1-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1-	1	\$350.00	0.00								
N 16	WKRC	10/31/12	11/05/12	11p M-F Local 12 News	CM	11p-1135p	1-111--	:30	4	\$1,100.00	P-3	0.00	NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1-	1	\$1,100.00	0.00								

68842

Local 12 WKRC-TV

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3125

**Totals**